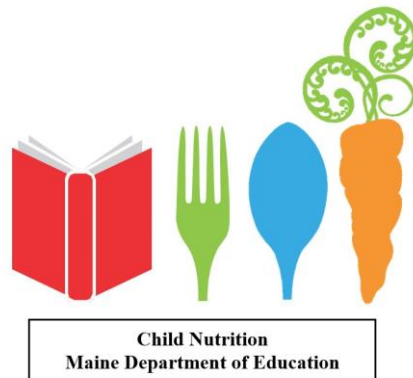


# Smart Snacks All Foods Sold in Schools

Maine Department of Education  
Child Nutrition Programs



# Smart Snacks

A set of nutrition standards that applies to any food or beverage sold to students during the school day on the school campus.

Standards separate from foods provided as a part of a reimbursable meal.

# This Applies To:



- Foods sold a' la carte
- School fundraisers
- School stores
- Vending machines that are turned on during the school day

# Definitions

- ▶ **School day:** the period from the midnight before, to 30 minutes after the end of the official school day
- ▶ **School campus:** all areas of the property under the jurisdiction of the school that are accessible to students during the school day

# *Exceptions*

*Any locations in the school not accessible to students*



# Smart Snacks Standards



The Food Item or entrée must be:



Be “whole grain-rich”

*Or*



- Have the first ingredient of the food be a **fruit, vegetable, dairy, or protein**

*Or*

- The food contains at least  $\frac{1}{4}$  cup of fruit and/or vegetable

# Nutrient Standards

Nutrient	Snack	Entrée
Calories	200 calories or less	350 calories or less
Sodium	200 mg or less	480 mg or less
Total Fat	35% of calories or less	35% of calories or less
Saturated Fat	Less than 10% of calories	Less than 10% of calories
Trans Fat	0 g	0 g
Sugar	35% by weight or less	35% by weight or less

entrées and snacks items differ

## Accompaniments/ Condiments



Any condiments offered with the item must be included to meet the nutrient standards.

Cream cheese  
Salad dressing  
Peanut butter  
Hot sauce/ Salsa

*Must be included in the nutrient profile as part of the food item sold.*

# NSLP/SBP Entrée Exemption

- ▶ Entrée items that are part of the reimbursable meal and available a la carte.
- ▶ Exemption on the day the item is served and the day after



# Allowable Beverages

- ▶ Plain water (with or without carbonation)
- ▶ Unflavored 1% or fat free milk
- ▶ Flavored fat free milk
- ▶ 100% fruit or vegetable juice

*And*

- ▶ 100% fruit or vegetable juice diluted with water (with or without carbonation), and ***no added sweeteners.***



# USDA Smart Snacks in School Beverage Guidelines



CATEGORY	ELEMENTARY	MIDDLE	HIGH
PLAIN OR CARBONATED WATER	Any size	Any size	Any size
LOW FAT MILK (1%), UNFLAVORED	≤8oz	≤12oz	≤12oz
NON FAT MILK (SKIM), FLAVORED OR UNFLAVORED*	≤8oz	≤12oz	≤12oz
100% FRUIT OR VEGETABLE JUICE (plain or carbonated)	≤8oz	≤12oz	≤12oz
100% FRUIT OR VEGETABLE JUICE, DILUTED WITH WATER (plain or carbonated) with no added sweeteners	≤8oz	≤12oz	≤12oz
NO CALORIE BEVERAGES, FLAVORED AND/OR CARBONATED <5 calories per 8oz, or ≤10 calories per 20oz	Not permitted	Not permitted	≤20oz
LOW CALORIE BEVERAGES, FLAVORED AND/OR CARBONATED ≤40 calories per 8oz, or ≤60 calories per 12oz	Not permitted	Not permitted	≤12oz

\*including nutritionally equivalent milk alternatives as permitted by the school meal requirements.

Note: Caffeinated beverages are only permitted at the High School level.

Restrictions placed on beverages  
by grade groups

# Juice- Elementary/Middle School

## Juice

100% fruit or vegetable juice, with or without carbonation



Elementary School



Middle School

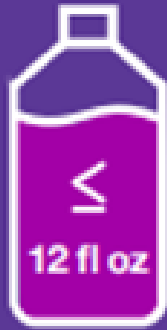


High School

# High Schools Only

## “Low/No” Calorie Beverages

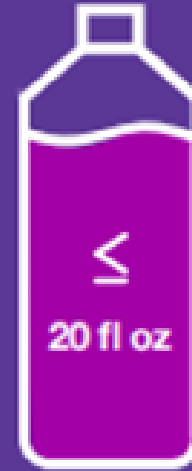
“Low Calorie”



Limit of 5 Calories per 1 oz. up to 12oz

Flavored  
with or without  
caffeine and/or  
carbonation

“No Calorie”

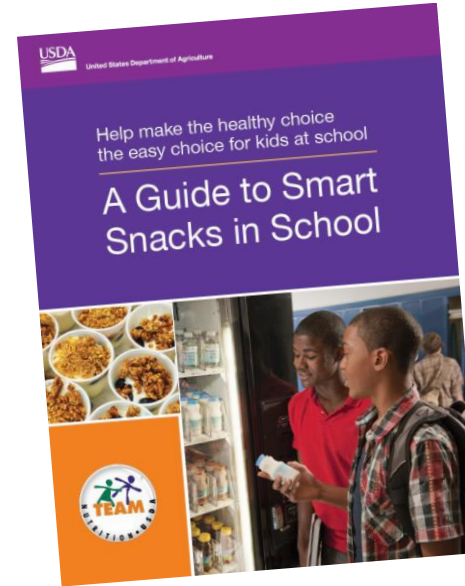


You may sell up to a 20oz, as long as it has less than 10 calories

*Is there an easy way to tell if a food item  
or beverage meets the Smart Snacks  
Standards?*

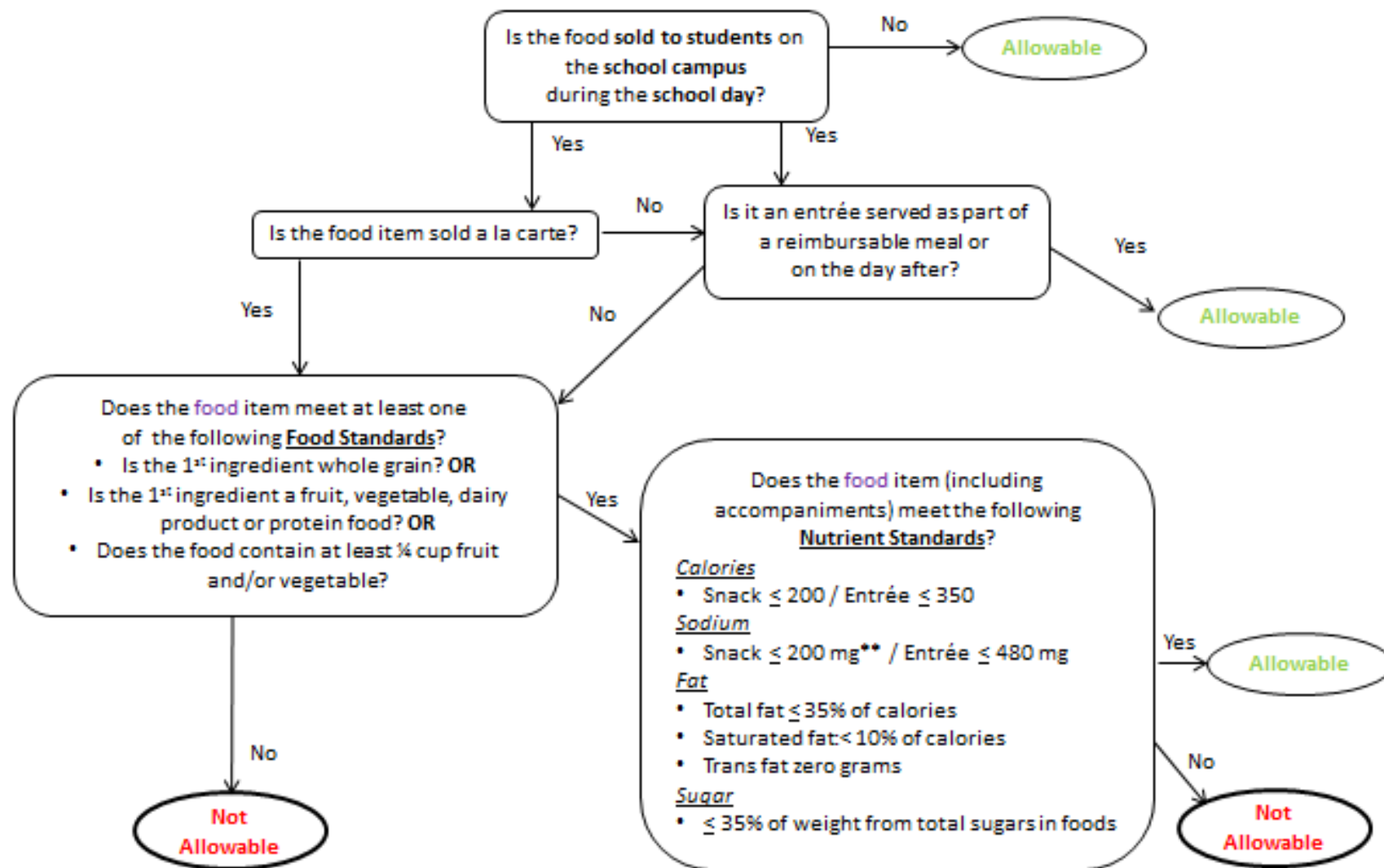
# Child Nutrition Website Resources

- ▶ A Guide to Smart Snacks in Schools
- ▶ Smart Snacks Calculator
- ▶ Flowchart



<https://www.maine.gov/doe/schools/nutrition/programs/nslp>

# Smart Snacks in School Foods Flowchart



# Alliance for a Healthier Generation

## Web Resources



Smart Snacks Calculator

(<https://foodplanner.healthiergeneration.org/calculator/>)

Once determined smart snack compliant- screen shot the page for documentation.

# Nutrigrain Breakfast Bar



Serving size **37g**  
Calories: **120**  
Total Fat: **3g**  
Saturated Fat: **.5**  
Trans: **0g**  
Sodium: **125mg**  
Sugar: **11g**

**Whole Grain Oats, Enriched  
Flour, Whole Wheat Flour,  
Vegetable Oil, Sugar,**

Smart Snacks Calculator  
(<https://foodplanner.healthiergeneration.org/calculator/>)






# Nutrigrain Breakfast Bar

**My Product is a ...**

- ☒ a) Snack 
- ☐ b) Side 
- ☐ c) Entree 
- ☐ d) Beverage 

# Nutrigrain Breakfast Bar

Is the first ingredient\* of your product a ...

- ☐ a) Fruit 
- ☐ b) Vegetable 
- ☐ c) Dairy 
- ☐ d) Protein food 
- ☒ e) Whole Grain 
- ☐ f) None of the above

Serving size **37g**  
Calories: **120**  
Total Fat: **3g**  
Saturated Fat: **.5**  
Trans: **0g**  
Sodium: **125mg**  
Sugar: **11g**

**Whole Grain Oats**, Enriched Flour,  
Whole Wheat Flour, Vegetable Oil,  
Sugar,

# Nutrigrain Breakfast Bar

<b>Nutrition Facts</b>	
Serving Size oz	(about g) 37 ⓘ
Servings Per Container	1
<hr/>	
Amount Per Serving	
Calories	120
<hr/>	
Total Fat (g)	0
<hr/>	
Saturated Fat (g)	.5
<hr/>	
Trans Fat (g)	0
<hr/>	
Sodium (mg)	125
<hr/>	
Carbohydrates	
<hr/>	
Sugars (g)	11
<hr/>	

Serving size 37g  
Calories: 120  
Total Fat: 3g  
Saturated Fat: .5  
Trans: 0g  
Sodium: 125mg  
Sugar: 11g

# Nutrgrain Breakfast Bar

✓ **Your product is compliant!**

Your whole grain product meets all nutrient standards for entrees or snack foods.

**Brand**

**Serving Size**

37.00 g

**Product**

**First Ingredient**

# Don't Be Fooled!



**INGREDIENTS:** UNBLEACHED ENRICHED FLOUR (WHEAT FLOUR, NIACIN, REDUCED IRON, THIAMINE MONONITRATE {VITAMIN B1}, RIBOFLAVIN {VITAMIN B2}, FOLIC ACID), SAFFLOWER OIL, RAW SUGAR, DEFATTED WHEAT GERM, CORNSTARCH, BROWN RICE SYRUP, SEA SALT, MALTED BARLEY EXTRACT, LEAVENING (MONOCALCIUM PHOSPHATE, BAKING SODA), NATURAL TURMERIC FLAVOR.

**CONTAINS: WHEAT**

**DISTRIBUTED BY:**  
BACK TO NATURE FOODS CO., LLC  
MAPLES, FL 34109 USA

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# Fruit Snacks

Must be 100% real fruit  
and not exceed the Calorie or Sugar limit

# Made From Scratch Recipes

When a la cart items are made from scratch, nutrient analysis must be conducted on the recipe.

The nutrient analysis should then be put through the smart snacks calculator to assess for the products compliance.

Most school nutrition program software allows you to analyze scratch recipes.



# Posting Calories

Calorie information must be posted at the point of decision!

## Ways to Display

- ▶ Signs near items on the serving line
- ▶ At the point of entry to the serving line
- ▶ On stickers for wrapped items
- ▶ Posted on or near vending machines



The photograph shows a menu board with two columns. The left column lists breakfast items with their prices, and the right column lists the same items with their calorie counts. The items include 'Hot Cakes', 'Hot Cakes & Big Breakfast', 'Deluxe Breakfast', and 'Breakfast'. The calorie counts range from 300 to 670.

Item	Price	Calories
Hot Cakes	300	450
Hot Cakes & Big Breakfast	450	600
Deluxe Breakfast	430	580
Breakfast	510	660
	410	560
	430	670

**Maine law** indicates that calories must be posted at the point of decision for all a la carte items in schools. Even on open carts or racks when a product can physically be handled to read the label, calories must still be posted.

# Advertising Foods/Beverages



- ▶ **Brand-specific** advertising of food or beverages is prohibited in school buildings or on school grounds except for food and beverages meeting standards for sale or distribution on school grounds.
- ▶ “Advertising” does not include advertising on broadcast media or in print media such as newspapers and magazines, clothing with brand images worn on school grounds or advertising on product packaging.

Advertising on School Grounds: Maine Statutes: Title 20 A: Chapter 223, Sub Chapter 9, 6662 \$6662. Foods outside school meal program